

BEFORE THE

JAN - 7 2002

Federal Communications Commission

WASHINGTON, D. C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY**ORIGINAL**

In the Matter of)

) Amendment of Section 73.202(b),
) FM Table of Allotments,
) FM Broadcast Stations
) (Pierce, Nebraska))MM Docket No. 01-340 /
RM-10345

To: Chief, Allocations Branch

COMMENTS

Michael J. Flood, through his counsel, herein files comments in support of allotment of Channel 248C2 at Pierce, Nebraska, as proposed in a Notice of Proposed Rule Making, released December 14, 2001, in the above-captioned proceeding.

Mr. Flood states that in the event a channel is allotted at Pierce, Nebraska, he will file an application for a construction permit for the facility.

Attached is material gleaned from the Internet demonstrating, without question, that Pierce qualifies as a community for allotment purposes. Pierce, established February 14, 1871, is governed by a mayor and a four-member city council. The city also has an administrator, a zoning administrator, a city clerk and treasurer. Among the official departments under the city government are Parks & Recreation, Streets, Water & Sewer and Electric. The city also has a police department and volunteer fire department.

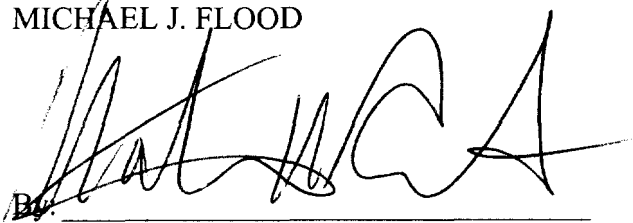
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List ABCDE

Plans are underway for the construction of a new 6,700 square foot public library. The Pierce Library Foundation has raised \$420,000 for the project.

The Pierce Chamber of Commerce lists more than 70 members and the community has at least nine churches.

WHEREFORE, In light of all circumstances present, Channel 248C2 should be **ALLOTTED** at Pierce, Nebraska.

MICHAEL J. FLOOD

A handwritten signature in black ink, appearing to read 'Matthew H. McCormick', written over a horizontal line.

Matthew H. McCormick,
His Counsel

Reddy, Begley & McCormick, LLP
2175 K Street, N.W., Suite 350
Washington, D.C. 20037-2175
(202) 659-5700

January 7, 2002

WELCOME TO PIERCE NEBRASKA-ONLINE

[\[History\]](#) [\[Business\]](#) [\[Map of Area\]](#) [\[Churches\]](#)
[\[Tourism\]](#) [\[Pierce County Government\]](#) [\[City of
Pierce\]](#)

[\[Local Links\]](#) [\[Visit Nebraska\]](#) [\[Zion Lutheran\]](#)
[\[Public High School\]](#) [\[Local Internet Providers\]](#)

Recreation and Sites of Interest

Willow Creek State Recreation Area

Gilman Park and Bill Cox Lake

Gilman Park Arboretum

Willow Rose Bed and Breakfast

Cuthills Vineyard...Nebraska's 1st
winery!

Heated swimming pool

Lighted tennis courts

Historical society museum

9-hole community golf course

Fire Department

Three ball fields

Six soccer fields

Pierce Public Library



Annual Events

Lions Club Ice Fishing Tourney -
January 20, 2002

**Chamber of Commerce Home
Show - Canceled for 2001**

**Basketball and Volleyball
Tournaments - March 23-25, 2001**

**Chamber Employer/Employee
Banquet March 18, 2001**

Memorial Day Parade

**Chamber of Commerce and
Alumni "Jaze Daze" - June 30 to
July 1, 2001**

Pierce Soccer Tourney - July

**Pierce County Fair - July 17-21,
2002**

**Wine & Wings Festival at
Cuthills Vineyard**

Old-Time Threshing Bee

questions? comments?
e-mail at the address below
gpierce@ptcnet.net

4 7 4

Since 12/28/00

Welcome to the City of Pierce

The City of Pierce, Nebraska is a rural bedroom community located 20 miles northwest of Norfolk along Nebraska Highway 13. Pierce is a growing community of 1,774 residents. In the last ten years, Pierce has increased its population by 159 residents. Pierce offers several attractions for visitors to enjoy. Within city limits, is beautiful Gilman Park is widely known for its Statewide Arboretum. Also, within Gilman Park is the Pierce County Historical Museum open from Memorial Day through Labor Day. 3 miles west of town is Cuthills Vineyard, Nebraska's First Winery. The Vineyard hosts a Wine & Wings Festival which attracts thousands of visitors each August. Also, two miles away from Pierce is Willow Creek Reservoir which covers 1,600 acres offers camping, fishing, boating, swimming, and water skiing.

The City of Pierce has been or is in the process of working on several projects to benefit the community. In 2000, an 11-block paving project was completed. Plans are underway for a potential 34-block paving project in the southwest part of town. A new housing subdivision including 14 building lots was annexed into the City in 1999. A new electric substation was constructed in 2000 which will serve benefit utility customers in the west part of town and the surrounding rural area. Plans are underway for the construction of a new 6,700 square foot public library. The Pierce Library Foundation has presently raised \$420,000 for the project.



City Council

The Mayor and City Council are elected at large and serve a term of four years.

Kelly Heath, Mayor
Councilman Bud Druyor (President)
Councilman Mark Johnson
Councilman Robert Bates
Councilman Harold Rowley

The City Council meets the 1st Monday of each month at the Fire Hall at 7:00 p.m.

City Offices

106 S. 1st

Pierce, NE 68767

City Administrator, Chad Anderson

Zoning Administrator, Chad Anderson

City Clerk/Treasurer, Mary Jean Rogers

Parks & Recreation, Superintendent Gary Zimmer

Street Department, Superintendent Kevin Korth

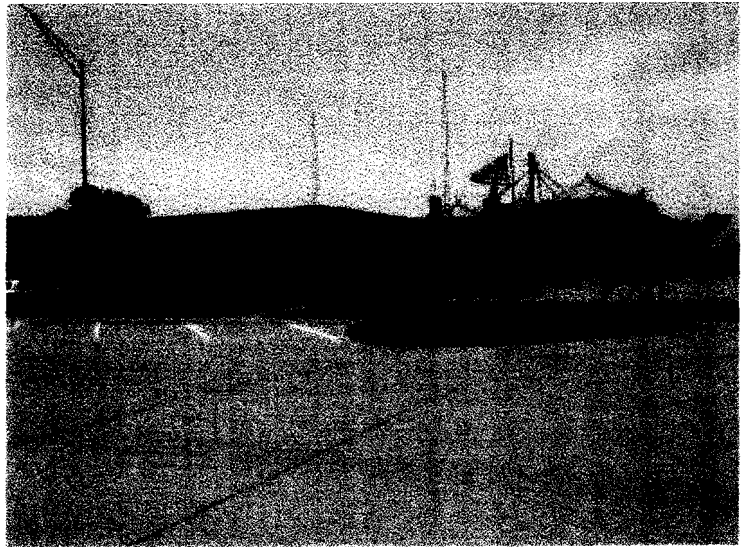
Water & Sewer Department, Superintendent Steve Dolesh

Electric Department, Superintendent Dave Hoogestraat

Police Department, Chief of Police Jerry Thackston

Fire Department, Fire Chief Terry Nathan

Pierce Public Library, Director Dawnn Tucker



Parks & Recreation

The Parks Department employs one full-time Park Superintendent. Plans are underway and grant funds have been received to construct a \$20,000 playground structure next to the Swimming Pool. Every year, there are improvements made to the Statewide Arboretum within Gilman Park. The Community takes great pride in its park and recreation facilities. Gilman Park is an attraction for people visiting the area.

[SEE Gilman Park web site](#)

History of Pierce, Nebraska

The following was reprinted from the 1996 CIP (Community Improvement Program) manual.

Pierce was originally founded by Germans from Wisconsin in 1869. Three years later the town grew to include many different nationalities. On May 4, 1871, a plat was filed with the Pierce County Register of Deeds laying out a 56-block area. At the time of the platting, streets were given names, some of which were named after persons who purchased the land or made additions to the city, such as Brown, Lucas and Gibson.

Other historical dates of growth include:

- **1870** Pierce Post Office Established.
- **1871** First Courthouse built at a cost of \$4,000.
- **February 14, 1871** **City of Pierce Established**
- **1877** First newspaper published in Pierce County known as The Pierce County Call. It was a leading Republican paper edited by F.L. Brande.
- **1878** First church in town established was the Congregational Church. A county church, St. John's Lutheran Church, was located just east of town existing since 1871. Both churches still exist with four other churches added since.
- **1882** Woods Cones opened the first bank in Pierce. Later he found a partnership with William Spence and the bank operated as Pierce County Bank. With another change of partners it became First National Bank. In 1897 it changed to Cones State Bank and continues today under that name.
- **May 24, 1883** **Village of Pierce officially incorporated.**
- **1890** Second courthouse replaced original structure one block north as a cost of \$25,000.
- **1894** Established second newspaper. The Leader was the only Democratic paper in Pierce County and was edited by W.E. Powers. Today, we provide area residents with one locally printed newsprint called the Pierce County Leader.
- **1900** Pierce Milling Company was in full operation, shipping as much as 1300 sacks of flour to Omaha, Nebraska at one time and making regular shipments to Glasgow, Scotland.
- **1902** First Fire Department started with equipment which only consisted of a single-hose cart. We now provide protection to 168 square miles with 3 pumpers, 3 tankers, 2 rescue, 1 brush rig, 1 equipment truck, a fire and rescue truck and a new ambulance.
- **1920** First paving in the City of Pierce.
- **1936** New dam built in the City of Pierce.
- **1964** Dike around Pierce built by Core of Engineers due to floods in 1960 and 1962.
- **1964** Nine hole golf course completed.
- **1970** New lake built in memory of Bill Cox, former editor of the Pierce County Leader. The lake is located in Gilman Park. The park provides swimming, picnic areas, camping, fishing, an elaborate museum and newly planted arboretum complete with walking path.
- **1984** New firehall built.
- **1984** Willow Lake State Recreational Area completed.
- **1992** Expansion of Golf Course.

- **1992 New athletic complex** including football field, soccer fields, asphalt track and grandstand.
- **1993 New City office building**, attached to firehall.
- **1994 New municipal swimming pool.**
- **1994 Installation of 911 service.**
- **1994 Passage of bond issue for new JR-SR High School.**
- **1994 December 17th Cuthills Vineyards - Nebraska's first Winery.**
- **1995 May 28th Pierce County Veterans Memorial dedicated.**
- **1995 New Club house erected for Golf Course.**
- **JUNE 1996 Pierce Quasquicentennial "Pride in 125".**
- **1996 Completion of new JR-SR High School.**
- **1996 Restoration of 1st gasoline powered Fire Truck.**
- **1996 Opening of 1st Bed and Breakfast.**

Pierce has grown and prospered into a community of 1,615. From the commitment of private and public sources, we continue to address and upgrade various activities for the betterment of the community. Pierce boasts 2 medical facilities, 24-hour fire and rescue squad department, rest home, state recreation area, 9 hole golf course, 911 service, a comprehensive education system and museum. There are various recreational programs for youth and adults and many service organizations have been established. The future looks bright for Pierce as we continue to meet the needs and challenges of its people.



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Pierce Chamber of Commerce 2000-2001 Members

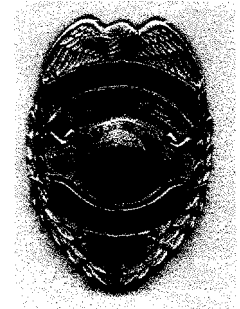
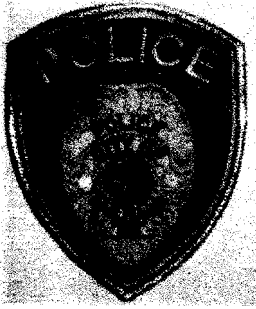
Abler, Jacque & Maynard
Alegent Health/Pierce Clinic
American Legion/Backhouse
Backus Gravel
Battle Creek Co-Op
Bovee, Harley R.
Cable One
Carhart Lumber
Carstens, Chris/Country Peddler
Chilvers Abstract, Pam Halsey
City Of Pierce
Cox, Norinda M.
Cuthills Vineyards
Dana F. Cole/ Linda Krohn
Delights (Dee Rathjen)
Dolesh, Steve
Elite Office Products
Elkorn Valley Bank
Expressions Floral
Eye Care
Farm & Garden Center
Farm & Home Realty/Droeshers
Fogle, Jane
German, Lorraine
Granny's Bread Basket
H & H Gas & Shop
Hair Magic
Hair Unlimited
Hartland Concrete, Inc.
Home Center Specialties
Hometown Market
JAM Margaret Jenkins
James, Terry AAL
Jan's Kiddie Kollege
Kolterman Farm Equipment
Kramer Insurance
Lawrence Polt/Pedal Pullers
Liquor Store The
M & N Framing
Mainstreet Gallery
Meyer Farms Bill & Nancy
Midwest Bank N.A.
Nitz, Chris/Mary Kay
Osmond Pharmacy
Picek, Gerry & Julie
Pierce Auto Service
Pierce Automotive Supply, Inc.
Pierce County Leader
Pierce Dental/Todd Wragge
Pierce Elevator/Brian Bargstadt
Pierce Golf Course
Pierce Lockers

Pierce Manor
Pierce Public Schools
Pierce Senior Center
Pierce Telephone Co.
Ray's Lawn Care & Repair
Reflections/Tammy Arnold
Rick's Auto Repair
Rowley Auto Co.
Shimerka, Don & Letha
Silks By Jan
St. Joseph's Church
Stonacek Memorial
Sutter Upholstery
Tom's Service
Town & Country Agency
UN-L Extension/Ann Fenton
Verlyn Luebke
Veterinary Health Services
Voss, Tod M.D.
Walton Appliance
Warneke, Susan
Wedding Photography by Shari Kruger
Willow Creek Mini Mart
Zimmer, Gary & Mary

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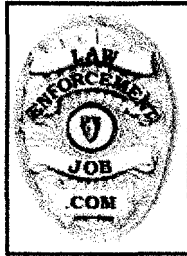
The Pierce Police Department would like to welcome
Officer Brett Oestreich

Officer.Com

Pierce Home Page

Nebraska Police Directory

National Center for Rural Law Enforcement



E-Mail



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In Memory To Those Who Lost Their Lives On September 11, 2001

Pierce Volunteer Fire Department



The Pierce Volunteer Fire Department covers an area of 168.5 square miles with a population of 2400 people in Southeastern Pierce County in Northeast Nebraska. The department consists of 40 volunteer firefighters and 25 EMT's who operate 8 firefighting apparatus and 2 rescue units.

This Page Is Under Construction, Please Check Back Soon.

All photos and other information contained on this site unless otherwise noted are copyright 2000 by the Pierce Volunteer Fire Department and/or Jeremy Buss and can not be used without written permission

Churches in and around Pierce, Nebraska

<u>Zion Lutheran</u>	St. Joseph's Catholic	Immanuel Lutheran
Pierce, Nebraska	Pierce, Nebraska	Hadar, Nebraska
Rev. Gordon Bruce	Father Jerry Connealy	Pastor Carl Schulz
Rev. Hans Trinklein		
Trinity Lutheran	Zion Lutheran (east)	United Church of Christ
Foster, Nebraska	Hoskins, Nebraska	Pierce, Nebraska
Rev. Gary D. Trowbridge	Rev. Lynn Riege	Irene O'Brien
<u>United Methodist Church</u>	St. John's Lutheran	Christ Lutheran
Pierce, Nebraska	Rural Pierce, Nebraska	Pierce, Nebraska
Pastor Carol Jean Stapleton	Rev. Lynn Riege	Pastor Sheri Lodel

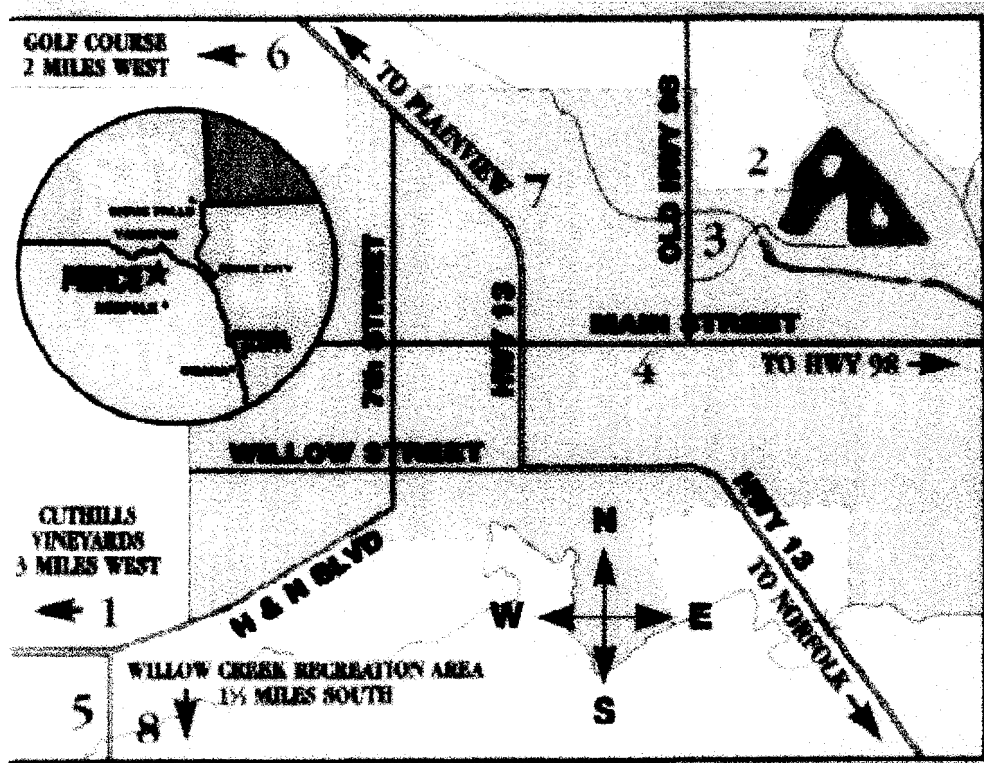
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Information copied from Pierce County Leader (updated 4/4/00)

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4/30/99

Map of Pierce Area and location of Points of Interest



This picture has been reprinted from the Pierce Tourism Committee brochure

1 = Cuthills Vineyards

2 = Pierce Historical Society Museum Complex

3 = Gilman Park

4 = Antique Fire Truck

5 = Willow Creek State Recreation Area

6 = Pierce Community Golf Course (402)329-4790

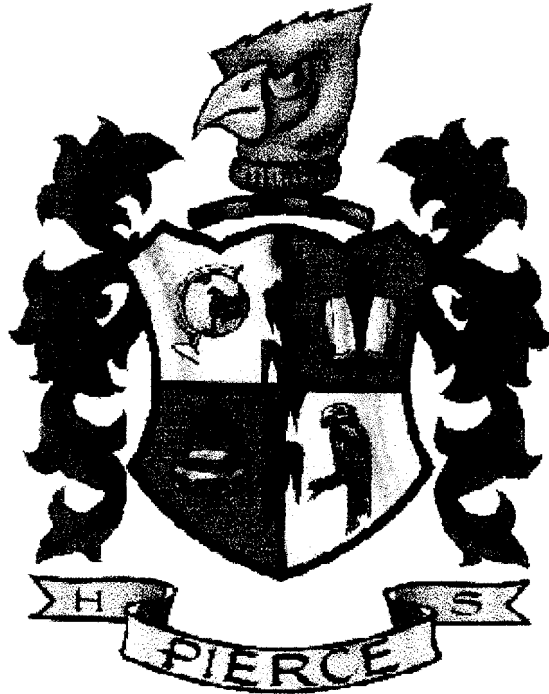
7 = Tennis/Basketball

8 = Willow Rose Bed & Breakfast

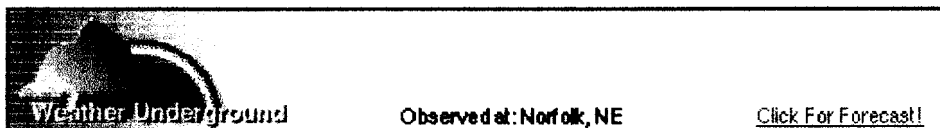


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Nebraska Department of Education Report Card for Pierce High
Superintendent's Annual State of the Schools Report



Pictures of Junior High Triangular online in Geocities Wrestling Site.
Pierce High Wrestling places 4th at Osmond. Click [Here](#) to see the details.





A Project of:

Pierce Tree Board

Park Arboretum Committee *and*

City of Pierce

- [History & Mission Statement](#)
- [Map](#)
- [Plant List](#)
- [Historic Bridge](#)
- [Canada Geese](#)



picture updated 1/20/98

- [Arboretum News](#)



An Affiliate Site of Nebraska

Statewide Arboretum

For more information contact:

Park Supt. Gary Zimmer

106 S. 1st Street

Pierce, NE 68767

(402)329-4873

email to: gilman@ptcnet.net



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History and Mission Statement of



HISTORY

Gilman Park Arboretum in Pierce, Nebraska was established in 1993 and was made possible through grants from the U.S. Small Business Administration, Community Forestry Assistance Program and the Lower Elkhorn Natural Resources District. Grant funds were matched by the City of Pierce and over \$10,000 in recorded memorials and donations.

The arboretum encompasses 14 acres around beautiful Bill Cox Memorial Lake and is serviced by a 1.2 mile wood chip path. There are over 200 different labeled varieties of trees and shrubs among 506 woody plants in the arboretum.

MISSION STATEMENT:

The mission of the Gilman Park Arboretum is to improve the landscape environment of Pierce and the surrounding area by serving as an outdoor education area for homeowners, students and other park users to observe landscape plants recommended for use in the community; to learn the importance of species diversity, good landscape design and environmentally sound landscaping techniques; and enjoy nature in a quiet and reflective setting.

 [Return to Arboretum home page](#) 

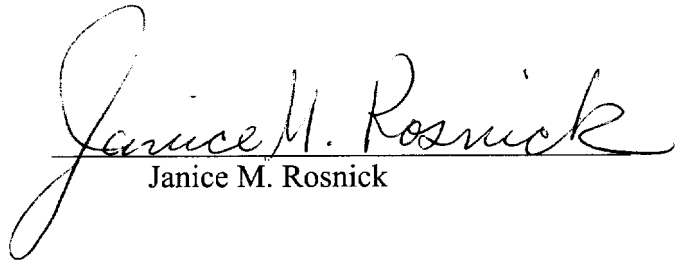
updated 2/13/99

CERTIFICATE OF SERVICE

I, Janice M. Rosnick, do hereby certify that I have on this 7TH day of January, 2002, caused to be hand delivered copies of the foregoing COMMENTS to the following:

Pierce Radio, LLC
c/o Lawrence Bernstein
Law Offices of Lawrence Bernstein
1818 N Street, N.W., Suite 700
Washington, D.C. 20036

Ms. Victoria M. McCauley
Audio Services Division
Federal Communications Commission
The Portals, 445 12th Street, S.W.
Washington, DC 20554


Janice M. Rosnick